SEPTEMBER NUMBER 1902

The Larkin Idea



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BY LARKIN SOAP CO.

No Time Orders to be Shipped in 1902 after October 1st.



THE present rate of increase in the Larkin business is tremendous. The growth of our plant is constant, yet, at present, it is unequal to the increase in our customers' demands. We are making every preparation for the prompt shipment of every cash-in-advance order now and throughout the year. To insure this, however, during the rush of business which always attends the months named, our Directors have decided that it is necessary to reserve our entire manufacturing resources for prepaid orders. We shall endeavor to make this decision so widely known among our millions of patrons that no one will be taken unawares and disappointed.

None but CASH ORDERS will be filled during October, November and December of this Year.

If the present planned increase in our facilities enables us to outstrip the demand, it will give us pleasure to resume the filling of time orders early in 1903.

Established, 1875. **Larkin Soap Co.** Buffalo, N. Y.

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The Larkin Idea

SAVE ALL COST WHICH ADDS NO VALUE

SECOND YEAR. SEPTEMBER. 1902.

THE BUTTERFLY'S ADVICE.

BY ALICE L. BOORMAN.

'Twas the fifteenth of August. The sun blazing down,
Was scorching in fury, the beautiful town;
The dust, rolling up in great clouds o'er the street,
Obscured the bright flowers that once were so sweet;
And the skies were so brilliant and cloudless, a fear
Stole o'er us that never a shower would appear.
Our hearts were appalled by a sense of our doom,
But the skies over-head showed no shower or gloom.
We hated to see our bright blossoms and trees,
All despoiled of their beauty by dust-laden breeze.
Just then, a large Butterfly, panting and lazy,
Alighted for rest near a suffering Daisy.
"Poor lady," he whispered, "why coated like this?
'Tis a sorrowful plight for a beautiful Miss;
But I'll tell you how with this dust you can cope,
Just wait 'neath a fine spray of Larkin's Mist Soap."
"But where is this wonderful Soap to be found?"
Asked Daisy, still mournfully gazing around.
"Why, just ask Mrs. Boorman; she gladly will sell
The soap that will cleanse, and restore you as well,
And your pure, snowy petals, and heart of gold sheen,
Will be, as at first, fragrant, lust'rous and clean."
And so, ere a day had passed by, the sweet flower
Raised her head and rejoiced in her beauty's old power.
And ever she tells of the new life and hope
That was given to her by Maid o' the Mist Soap.

WILL SPEND MUCH MONEY IN NEW BUILDINGS.

Plans For Big Factory Plants To Be Erected In Buffalo, Including Pottery Making, Have Been Filed.

An outlay of a quarter of a million dollars is about to be made by the Larkin Soap Co., according to plans for new buildings filed yesterday in the Bureau of Building.

One set of plans is for a new industry which is to be made a part of the Larkin business, as previously told in these columns—that of pottery making.

The pottery plant is to be erected at the northeast corner of Hayes Place

and Seneca Street, and the buildings alone are to cost $116,000, irrespective of furnishings or machinery, and will give employment to several hundred hands, including many high-priced pottery workers and artisans of a high class.

The pottery plant will, in the beginning, occupy the eight distinct and separate brick buildings, as follows :

Workshop, 101 x 151 feet; biscuit kiln, 46 x 143 feet; biscuit wareroom and dipping rooms, 66 x 121 feet; gloss kilns, 47 x 151 feet; decorating kilns and packing room, 26 x 116 feet; power house, 96 x 68 feet, with a wing 25 x 38 feet.

The buildings will be from one to three stories in height. The contract for their erection has been awarded to B. I. Crooker.

A magnificent power house for the great Larkin soap plant, the estimated cost of which is $136,000, is to be erected at Larkin and Seneca Streets, and plans for this building were also filed yesterday in the Bureau of Building. It is to be of brick, two stories in height, 120 x 256 feet in dimensions, and is to have a brick smokestack 228 feet high, 24 feet in size at its base.

The contract for the construction of the power house has been awarded to Charles Berrick's Sons.—*Buffalo Courier.*

A TRIBUTE FROM ADVERTISING MEN.

The foundation of the Larkin Soap Co., Buffalo, which is one of the largest plants of its kind in the world, was laid in 1875. Until 1888 the business ran along the usual grooves of trade, selling to wholesalers and jobbers, slowly gaining in volume. Then was seen the tendency of modern business to lessen the distance between maker and consumer, and that the manufacturers who got upon the new basis early could secure a foundation that gives great advantages over competitors. Sharp eyes were needed to see the trend in those days, but the Company had been selling to a few consumers, and efforts were begun to increase this class of trade.

"But the wholesalers and jobbers will never buy of you again if you do that," was the protest of friends—and it was a terrible thing in 1888 to incur the severe displeasure of the middlemen.

"Well, we'll try to get along without them," Mr. Larkin said; and after careful planning the Larkin Soap Co. adopted its present method of selling combination boxes of soap to families, giving premiums with each ten-dollar combination ordered.

The Larkin Soap Co. now does an enormous volume of business upon a comparatively small advertising expenditure. The first premiums given with ten-dollar boxes of soap and toilet requisites were a desk and a piano lamp, but the list is now a large one and the clubbing plan is used whereby ten families buy a box together and take turns in selecting the premium. The company ships between 2,500 and 3,000 boxes per day, and the system takes on new patrons almost automatically.

A monthly house organ, THE LARKIN IDEA, is its chief advertising medium, about 150,000 copies of which are printed each month.—*Printers' Ink.*

HONESTY IN ADVERTISING.

One of the most healthy signs of the times is the fact that people have come to accept age as a proof of merit. This is true especially of the advertiser. One who has been before the public a long time is regarded with favor. It is felt that if his goods were not possessed of merit, and if he were wanting in common honesty, his period of prosperity would have been short. Benjamin Franklin said that honesty is the best policy. Had he lived in this day he would have caused his maxim to

read, "Honesty is the only policy that will pay." Thousands of men have tried every possible scheme for money making by crooked methods, and have used the newspapers most extensively for publicity. Many of these have flourished for a space, long or short, but each and every one of them has come finally to grief. This may be but a confirmation of Lincoln's affirmation that "one can fool some of the people all of the time, and all of the people some of the time, but one cannot fool all of the people all of the time."

Detection of fraud is certain; there is no escape from it. It is the man who is square in his dealings who succeeds. People approach him confidently and deal with him fearlessly. Those advertisements bring best returns which take the public into confidence, which promise precisely what they will fulfill and nothing more. High-sounding adjectives and splendid superlatives may deceive the foolish, but the wise are warned by them. It is better that one should do more than he promises than to fail in one jot or tittle of his public assurances. The man who has been cheated does not go again to the man who has robbed him. The yea and amen of advertising is honesty. There should be sincerity in all that is said, and sincerity wins, for the reason that it never fails to inspire confidence.—*National Advertiser.*

If some genius would invent, and properly advertise a soap-bubble soap pleasant to the taste, he would make a fortune. The children would cry for it. A little girl, to whom a designing Santa Claus brought a box of Modjeska Soap, confessed—and her little lip quivered as she did so—that it was "Jus' puffickly lovely to smell, but it tastes like the measles."



"WE WORK FOR LARKIN."

AWARDED FIRST PRIZE OF $2.00 FOR GENRE SUBJECTS IN JULY CONTEST. TAKEN WITH OUR CHAUTAUQUA CAMERA BY RAY W. STRATFORD, BROOKVILLE, O.

THE LARKIN YOUNG FOLKS

Most of the girls and boys are in school again. Many will go back feeling that vacation has not been a season of unprofitable idleness—they have something as evidence that the time not given to necessary recreation has been well employed.

The large number of Larkin Premiums earned by the young folks proves that many of them will rise in the world. The girl or boy who will obtain position and affluence is sowing the seeds of success now. These energetic little people abide in every community, and by and by they climb to the top. They do not wait in idleness for opportunities to arise; they learn how to make them.



CHRISTINE F. RITSCHEL.

Much can be accomplished out of school. The enjoyment and comfort to be derived from the result of a few hours' effort is worth considering. Two results benefit the Larkin girl or boy—the Premium and the business experience. Both are worth having.

Christine F. Ritschel, Albany, N. Y., writes; "The order for Larkin Soaps which I send with this letter, I obtained without the help of any one. This is the third I have sent you, although they were signed by my mother.

"I am ten years old. I like selling the Larkin Soaps and getting the Larkin Premiums. I will try to send you two more orders this year; think I shall succeed, as most people are glad to get your Soaps and Toilet Preparations"

Mrs. G. C. Neal, Gardiner, Me., Writes: "I am sending you a $10.00 Club order, and a picture of my children for THE LARKIN IDEA, which you so kindly send me; I thank you for it and the calendar I received at New Year's time. I appreciate your thoughtfulness.

"My girl and boy are now eleven and twelve years of age. In the past five years they have taken eight orders and every thing has been satisfactory. Charlotte feels very proud of her Watch which she has had about two months. It will please us to see their pictures in THE LARKIN IDEA."

Mary J. Lonergan, Rockford, Ill., writes: "My aunt, with whom I live, receives THE LARKIN IDEA each month and I take great interest in what has been accomplished by the enterprising Larkin Young Folks. I enclose my photograph, hoping it may appear in your magazine.

"I am sixteen years old; have earned a Book-case, Reclining Chair, Morris

Chair, four Rugs, two sets 1847 Rogers Silver Knives, Forks and Spoons, besides many Certificate Premiums. We have a splendid Sideboard earned by Certificates. I'll send another order in two or three days, as I have customers for $8.00 worth of Soaps already.



CHARLOTTE AND WALTER NEAL.

"Aunt and our neighbors highly commend the Larkin Soaps and say there are none like them."

Annie Sweigert, Brunnersville, Pa., writes: "On the 20th of July I was 15 years old. I take pleasure in thanking you for the Premiums received. I have three Chairs, Clock, Couch, and with this I send an order for the Pier Glass. Those who have seen my parlor say it is a nice one.

"I have taken orders for over $60.00 worth of your Soaps. My Premiums are satisfactory and I am indeed thankful I became acquainted with the Larkin Soap Co."



MARY J. LONERGAN.

Mrs. Amy E. Brener, Glassboro, N. J., writes: "My little girl Laura, who is ten years old, has been very successful in obtaining the Larkin Premiums. Since last March she has earned a Palace Lamp, Morris Chair, High-back Rocker, and—what she considers the best of all—the Silver Chatelaine Watch. I have two Larkin Clubs-of-Ten in operation, which keep me fairly busy. All like the Soaps and Premiums and will continue to be your patrons."



ANNIE SWEIGERT.

A TRUE STORY.

By Pauline Krebs.

Not long ago a little girl, whose name is Pauline, met one of her friends who had a Chautauqua Desk from the Larkin Soap Co.

Pauline said, "Where did you get that beautiful desk? I am sure you did not buy it here."

Her friend answered, "I sold $10.00 worth of the Larkin Soaps and got the Desk. You can get almost any article you want. I will let you take my booklet home and ask your mamma if you can take orders."

When Pauline came home she said, "O Mamma, may I sell soap and get a Desk like May's? It is very pretty and useful." Her mother was surprised at the request, but replied, "I will let you try; I am not sure you will sell so much."

The next morning Pauline began selling Soap among her friends. She soon had $10.00 worth on her list.



LAURA BRENER.

We may imagine how proud she felt. She received her Desk and soon after she thought it would be nice to surprise her father with a Book-case with glass doors for his birthday present. This time she had to sell $15.00 worth, but it did not take her long. When the Book-case came she was overjoyed and her papa said, "It is just beautiful. How much did you pay for it?"

Pauline answered, "I did not pay anything for it! I sold the Larkin Soaps; that is how I got it. Don't you think it is worth the effort?"

Her papa replied, "Indeed I do. I don't see how they can give such beautiful Premiums for so little money. Besides my little girl has, I am sure, learned a valuable lesson in business."

A few months after Pauline received her Book-case her friends said they would like to get more of the Larkin Soaps, so Pauline said to her mother, "Why don't you organize a Larkin Club-of-Ten? It is so nice. I will read you the rules and how to conduct it." Her mother thought it a good plan, and they both went to their friends, and soon had ten who would become members. Pauline's mother took a Couch for her Premium, which she liked very much. All the members of the Club were well pleased with the Soaps and Premiums.

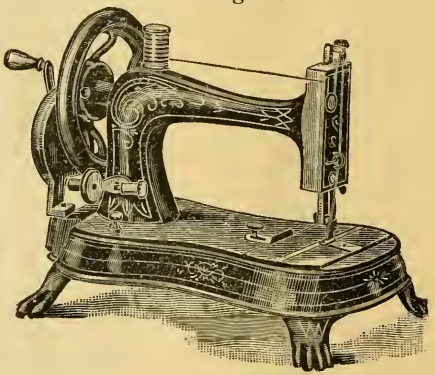
Pauline's little brother, Herman, delivered the Soaps in packages, and he soon grew tired of carrying them. One day he said:

"Mamma, I wish you would get that Express Wagon from Larkin's for me so I can deliver the soaps more quickly."

His mother was pleased with the thought, and told him he should have it with the next order. He was delighted to see how pretty and strong it was, and he felt so proud that he told every one how and where he got it. He was soon called, "The Larkin Soap Co.'s Little Express," which he liked very much. Herman delivers the Soaps and Pauline fills out the Club Order-blanks, and acts as Secretary of the Club for her mother. Both children enjoy reading THE LARKIN IDEA and are always glad to see the Soaps and Premiums come.

LARKIN HOUSEHOLD HELPS.

Considerable time in the busy housewife's week is devoted to sewing. To do it easily, quickly and well the best of aids are needed. To those who do not wish a higher-priced machine, we offer the New Remington.

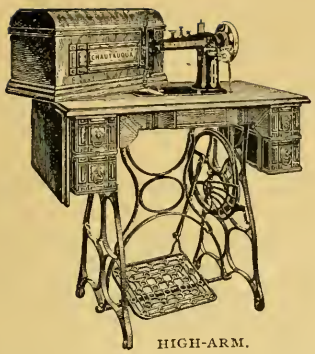


It is a hand-sewing machine and is the best low-priced machine made. It is durable, noiseless, easy running on self-adjusting ball-shaped bearings; is light, compact and has a lock-stitch that will not rip when the thread breaks.

Accessories: Full set of Needles, 5 Bobbins, Bobbin-winder, Hemmer, Braider, Screw-driver, Oil Can, and Book of full Instructions.

It is free for seven Certificates; or Machine with one $10.00 Combination Case of the Larkin Soaps, for $12.00; or with $14.00 worth of Soaps, for $14.00.

The Chautauqua Sewing-Machine, High-Arm or Drop-Head, is a strictly high-class machine with all modern improvements and very popular with



HIGH-ARM.

Larkin patrons. All the good features found in other well-known modern-style machines are in the Chautauqua. They are noiseless and light running on ball bearings, and are perfect in every respect.



DROP-HEAD.

Improved Automatic Bobbin-winder winds the thread automatically on the bobbin as evenly as the thread on the spool. This valuable attachment renders possible a perfect control of the shuttle tension, and obviates all annoyance resulting from breaking of shuttle thread while the machine is in motion. Uses the New Home self-setting needle and self-threading cylinder shuttle. Anyone can easily operate them in a few minutes' time.

Extra Attachments, in velvet-lined case, free with each machine; 1 Tucker; 1 Ruffler, with shirring plate; 1 Hemmer Set (four widths) and Binder; 1 Braider (Foot and Slide); 1 Thread Cutter.

Accessories: 1 Hemmer and Feller (one piece); paper of Needles; 6 Bobbins; 1 Screw-driver; Oil-can filled with Oil; Cloth Gauge and Thumb Screw; and a Book of Instructions, which is fully illustrated, and serves as a competent teacher, showing how to do all kinds of fancy work with attachments. The woodwork, in Oak or Walnut, as you select, is the best. Machine is modern in design and finely finished.

HIGH-ARM MACHINE free for sixteen Certificates; or with one $10.00 Combination Case of the Larkin Soaps, for $20.00; or with two Cases, $20.00 worth of Soaps, for $25.00; or with three Cases, for $30.00.

DROP-HEAD MACHINE free for nineteen Certificates; or with $10.00 worth of the Larkin Soaps, for $22.50; or with $35.00 worth of Soaps, for $35.00.

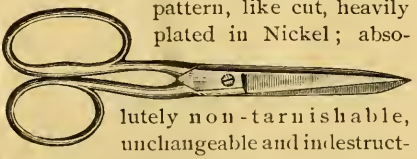
Our Oak Sewing Rocker, which is free for one Certificate, is made for the woman who sews. It embodies strength, comfort and beauty, and is a perfect sewing or nursery chair. It is finished in Golden Oak. Fine cane seat, 10¾ x 10 in.; height of seat from floor, 16½ in.; height of back from seat, 23 in.



We have never before been able to offer our patrons a satisfactory Rocker on such favorable terms. We invite comparison with any similar chair costing $2.00 at retail.

Reliable scissors and shears are needful. For one Certificate we offer both a pair of fine Steel Shears and a pair of embroidery Scissors. They are made of Wardlow English Steel, oil tempered, insuring positive uniformity of hardness. Shears, 6½ in.; Scissors, 3½ in. The new slim pattern, like cut, heavily plated in Nickel; absolutely non-tarnishable, unchangeable and indestructible. Fully warranted for all time. Do not confound with cheap, drop-forged or iron shears. Mailed, postpaid.





The Larkin Idea.

PUBLISHERS' ANNOUNCEMENT.

The subscription price of THE LARKIN IDEA is 50 cents per annum.

It is published on the first day of each month, and will be mailed to any address in the United States or Canada for one year upon receipt of the subscription price.

Back numbers cannot be furnished.

THE LARKIN IDEA will be mailed free for one year to every sender of three Orders for the Larkin Soaps within twelve months. To one who continues to send Orders, the paper will be mailed regularly until twelve months after the date of receipt of the last of three orders received within a year.

Short contributions are requested from any patron who has something to say that will interest others.

Larkin Soap Co. **Publishers.**

FACTORY-TO-FAMILY
SOAPMAKERS, PERFUMERS, CHEMISTS, REFINERS.

Factories and General Offices: BUFFALO, N. Y.
Established, 1875.
Capital, - $3,000,000.

Branch for West-of-the-Mississippi patrons: PEORIA, ILL.

LOCAL SHOWROOMS:
211, 213 N. Broad St., PHILADELPHIA, PA.
662, 664 Broadway, E. D., BROOKLYN, N. Y.
49 Barclay St., and 52, 54 Park Place, - NEW YORK CITY.

FROM FACTORY TO FAMILY.

Manufacturers create value; middlemen add cost. Most manufactured goods are sold to the consumers at from two to four times the cost of production. This is because the goods pass through many hands; from the factory to the sales agent, from the sales agent to the wholesaler, from the wholesaler to the retailer, from the retailer to the consumer. Each "middleman" adds his expenses, his losses, his profits, etc.; all this is piled up in the retail price, and must be paid by you!

The Larkin Idea: Save all cost which adds no value.

Owners of Chautauqua or Gundlach Cameras should not overlook the Prize Photograph Contests. Many photographs are entered in them, and four prizes are awarded each month. The next contest closes September 15th.

Two new Soaps of very popular and excellent sorts will be added to our list this fall.

Only cash orders will be filled in 1902 after October 1st.

We value the patronage of those who send us thirty-day orders. That is why we cannot afford to disappoint. Prepaid orders always have preference; it would be a greater disappointment to accept unpaid orders and not be able to ship them than to decline them altogether, giving ample notice of such intention.

There are advantages in prepaid orders; prompt shipment, fifty cents worth of additional soaps and the opportunity — subject to established rules—to obtain Certificate Premiums. More than three-fourths of our patrons voluntarily avail themselves of these advantages.

The date of the Boston Mechanics' Fair opening is September 22nd. Don't forget the promise our perfume girl has given to greet everybody who attends with a spray of rare perfume.

The display of Soaps and Perfumes, and the interesting finishing process of making Modjeska Complexion Soap, will be attractive features of the exhibition.

HYGIENIC DAINTIES FOR MY LADY'S TOILET TABLE.

ARTICLE III.

"'Tis beauty purely blent, whose red and white Nature's own sweet and cunning hand laid on."

No beauty of feature possesses greater power of attraction than a clear and delicate complexion.

Women of close observation know that their skin displays marked sympathy with their physical condition. Too great stress cannot be laid on the fact that the foundation of a beautiful

complexion is a well-nourished physique, although the cold, bleak winds and variable temperature of North America tend to produce a rough and sallow complexion no matter how good the general health may be, and the smoothness of the healthy skin of youth is often lacking. The skin becomes chapped, cracks, then heals and leaves the faint trace of a scar; these lines cross and recross, and at twenty-five a woman who neglects her complexion, although young in years, may have a wrinkled face that proclaims her forty.



The sensitive mucous linings of the vocal and breathing organs are affected in a similar way by the same combination of causes, and we have inflammation of the membranes of the nose and head, resulting in Catarrh.

Modjeska Cold Cream is a cure for both. Rubbed on the hands and applied to the face freely, it will ensure the rosy bloom that has made the women of Southern Italy famous. With right hygienic conditions, there is no reason why a woman of sixty should not preserve the beauty, that she possessed at twenty, which results from a good circulation and clear skin. To keep the skin clear, smooth and free from wrinkles, apply Modjeska Cold Cream on retiring, after thoroughly cleaning the skin. In the morning use Modjeska Complexion Soap.

For the many and various cases where a salve is desirable, Modjeska Cold Cream is excellent. For infants' comfort it has no equal.

For Cuts, Bruises, Burns or Scalds, Chilblains or Frost Bites, Sunburn, etc., unexcelled.

For Weak, Inflamed and Sore Eyes, quickly stops irritation.

For Chafing, Sore Nipples and Chapped Hands, apply as often as twice a day and rub in well.

For Catarrh and all Colds in the Head, Sore Throat or Cold on the Lungs, a greatful relief. It is perfectly harmless, and many people take it internally for Sore Throat.

Experience has taught us that the skin needs external cleanliness and a certain amount of warmth, sunshine and air. It is not safe to neglect a skin disease; in its first stages it may appear to be harmless, but later may develop into some serious trouble.

Thousands of our patrons on reading this article will recall the numberless times they have stepped to their dressing-table to make use of Modjeska Cold Cream, for various purposes. To have a jar constantly on hand is like having a helpful friend always at your beck and call. Modjeska Cold Cream is a necessity in every household. In a two-ounce porcelain jar, the price is only twenty-five cents.

For a day-time lotion, nothing excels Modjeska Derma-Balm. Its medicinal properties soften, clear and preserve the skin and nourish the tissues, producing a complexion of velvety softness. This pure skin-food is among the choicest of hygienic toilet dainties. In three-ounce bottles, the price is twenty-five cents.

To become thoroughly acquainted with Larkin toilet preparations you should carefully read our interesting booklet, *Modjeska Toilet Preparations*, which will be cheerfully mailed, postpaid, on request.

A PERSONAL EXPERIENCE.

By ELLA H. MINER.

Human nature, did you say? Now, Aunt Jane, you have struck the key note. My dear old grandmother used to remark, when told of one's having done something surprising or extraordinarily shocking: "Well, it takes all sorts of people to make a world."

Now, while you are sitting here under the vines in this cool, cozy, corner of the porch, pretending it is a real rest, yet making such a vigorous assault on the contents of that huge mending basket, I will tell you something of human nature as I encountered it last spring when I was organizing a Larkin Club-of-Ten. You see I had a craze to possess some of the useful and beautiful Larkin Premiums, and being generously inclined decided to give my friends the same privilege. I started out one day when I had a little leisure from home duties, to see nine friends. After a chat with one of them I asked if she did not want to join a Club-of-Ten to purchase the Larkin goods and be the possessor of a fine Premium as well as a supply of first-class Soaps to use or sell.

My friend replied, "The Soaps are all right and the Premiums, also. I have had both; there," pointing to a clock, "is one I got with a Combination Case several years ago, and I often buy of my neighbors now; however, I use a cold-water Soap for hot weather as I can use that without the scalding process."

I answered: "I understand from the Larkin people that the alleged cold-water or non-boiling laundry soaps, naphtha, gasoline or whatever called, will do no more and possess no other qualities than other common laundry soaps; that Sweet Home or any good soap can be used without boiling the clothes, but for obvious reasons they do not recommend overturning the time-honored, cleanly method of boiling clothes."

"Well, from hygienic principles," she answered, "I think it far better to boil the clothes, but it is so much more comfortable to wash without, that I put that thought aside for the time and try and believe my clothes are just as white and smell just as sweet as when I boil them. However," she continued, "You may count on my being one of your Club next fall."

Now Aunt Jane, I like thorough boiling as did our grandmothers, and I am going to tell you how it can be done with comfort in hot weather. I was sick a few years ago and my doctor ordered me to go to the lake shore for a rest during the hot weather, and it was my good fortune to find board and rooms in one of the few ideal homes. It was managed and owned by one of the dearest ladies, seventy-two years old, who seemed only a little past her prime, and the experience gained in all those years caused her to use some sort of magic over the intricate problem of housework, causing the wheels to run so smoothly that the work was done and you never knew just how, or when, for perfect order and peace prevailed.

Wash-day was the same as any of the six, and except for the lines of snow-white clothes that graced the yard, I should have imagined they sent the clothes out, but they were positive proof. So I asked how it was that this usually gigantic task was accomplished without the slightest discomfort to any one. The dear old

lady told me there was no magic except a little head-work.

She planned to have all departments of the household change soiled for fresh linen on Saturday and the soiled articles were brought to her work-room ; the white ones were sorted and the more soiled ones put in a separate tub, containing cold water in which Boraxine and Sweet Home Soap had been dissolved, and badly soiled garments were wet and Boraxine rubbed into them.

Arising one hour earlier on Monday morning she took the articles from the cleanest water, placed them in a boiler of cold water over a Chautauqua Blue-flame Oil Stove, one of Larkin's Premiums ; plenty of Boraxine and Sweet Home Soap were added. When these were thoroughly boiled they were removed and others put in, and by the time the family had breakfasted and the morning work was out of the way, the clothes were ready for rubbing ; very little was required, but a thorough rinsing was given. The same stove served to heat the flats for ironing ; no roaring fire heated the house. Usually she cooked breakfast on this stove, but not on Monday ; she kept the two kinds of work entirely separate, saving time, heat and confusion.

I did intend telling you more of my experience in organizing my Club, but I see I must go. Yes, the Club has been running four months and it is a success ; I will tell you more about it another time. Some of my ladies say it will be a perpetual Club ; they meet with such success in selling the Soaps that they are in constant need of a fresh supply, and the Premiums offered are so useful and beautiful that one can in this way get luxuries they could not in any other.



"THE BRIDGE."

AWARDED SECOND PRIZE OF $1.00 FOR LANDSCAPES IN JULY CONTEST.

TAKEN WITH OUR GUNDLACH CAMERA BY MRS. HARRY A. DOLLEY, SCHENECTADY, N. Y.

I just happened to mention my Club in one home where there were only two. One of the ladies said, "Why don't you ask me to join?"

I laughed and said, "You would not use a case of Soap in ten years."

"Why," she said, "I have used two already, and," pointing with pride to a Morris Chair and to an Oil Heater, "those are the Premiums I got. I shall always buy my Soap in that way." So I found a member where I least expected it.

I believe I had bought $10.00 worth of Larkin Soaps from my friends before I thought of a Club. Then last winter I wanted to give a good clock to one of my friends for Christmas. I really could not afford to pay the money, so I sent a $10.00 order, gave the clock where it was very welcome, sold $5.00 worth and kept the rest for family use.

I quite forgot, it was time I was going.

PREMIUM NEWS.

RUG WEAVERS AT WORK.

The strike of the Smyrna-Rug weavers at Philadelphia, which was begun on May 27th., was ended by the weavers' returning to work on August 4th.

We hope that by Sept. 15th all accumulated orders on our books will have been filled and that after that date we can fill Smyrna-Rug orders promptly.

GENUINE PING-PONG SET.

In the 36th edition of our Premium List, we offer for one Certificate, a genuine Ping-Pong set made by Parker Bros. (Inc.), of Salem, Mass., sole owners and makers of Ping-Pong for the United States.

Set complete, with two corrugated wood rackets, the approved kind, four celluloid balls, one green net with white border, two poles, with anti-mar fasteners, can be attached to any dining table; Laws of Ping-Pong and complete copyrighted 96-page book of the game.

Carefully packed in neat box.

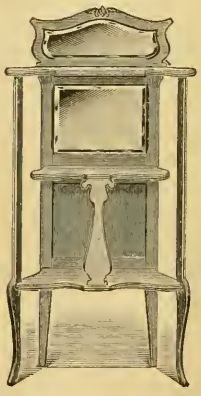
OAK CHIFFONIER, No. 4.



Free for seven Certificates; or Chiffonier with one $10.00 Combination Case of the Larkin Soaps, for $12.00.

This is a roomy and substantial piece of desirable Oak furniture, in Golden Oak finish, with shaped top and serpentine top drawer of polished Quartered Oak. It is 53 in. high to top of back, 30½ in wide, 16 in. deep and has five drawers, each 26½ x 12½ x 6½ in. Casters.

PARLOR CABINET.



Free for seven Certificates; or Cabinet with one $10.00 Combination Case of the Larkin Soaps, for $12.00.

This beautiful piece of parlor furniture, designed to display bric-a-brac, curios, etc., imparts an air of refinement to the home. The panels, shelves and shelf-supports are of genuine Mahogany, and the whole Cabinet has the highest piano-finish. It is 45 in. high and 26 in. wide. The shelves are 11 in. deep. The two beveled mirrors are 6 x 18 in. and 10 x 14 in.

We recommend this Cabinet to those who desire refined furnishings.

Safe delivery of everything we ship is guaranteed.

ROCOCO HYGIENIC COUCH, No. 4.

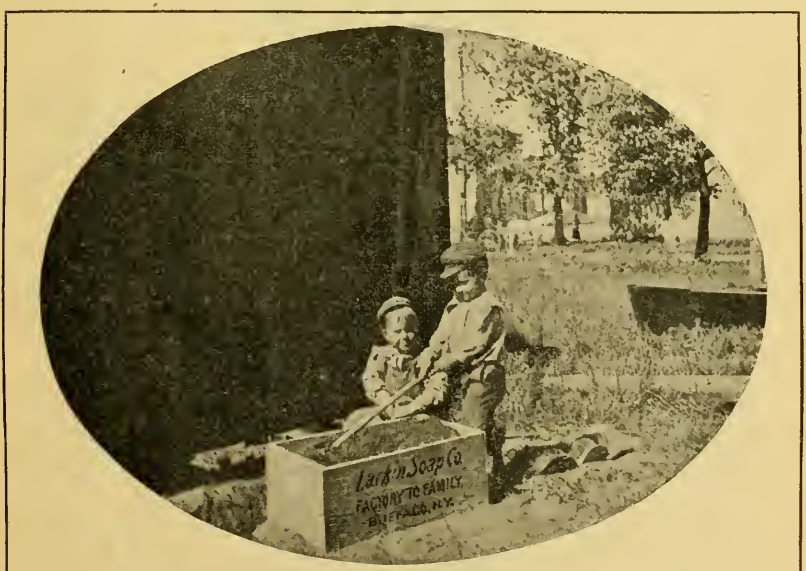
Free for ten Certificates; or Couch with one $10.00 Combination Case of the Larkin Soaps, for $16.00; or with two Cases, $20.00 worth of Soaps, for $20.00.



This Couch contains 37 springs, fastened with steel clips, has woven-wire over springs with heavy white ducking next; full spring-edge, spring-seat and spring-head; filled with hair, cotton and best tow, is 29 in. wide, 6 ft. 4 in. long, with six rows of tufts; edge finished with brass beading. Best socket-casters, hard Maple frame, Rococo design, finished Mahogany; handsome claw feet. Maker's card is attached to every Couch, guaranteeing the springs never to come through the upholstering, and to outlast any other couch. Your choice of Corduroy or Velour, plain or figured, and of the following colors: Myrtle Green, Crimson, Brown or Blue.

ANOTHER SUCCESSFUL PREMIUM.

In the March number of THE LARKIN IDEA we stated that the Dining Table, No. 3 was being made in a special department of a large table factory. In less than two months' time we controlled the factory's entire output. In four months our demands exceeded the factory's capacity, and now with this Premium but six months old it is being made, with quality vastly improved, in a new factory having a capacity of 300 Tables per day. Other makers are wondering how we can offer such a Table free with $10.00 worth of Soap. The Larkin Idea makes it possible.



"GARDENING IN A LARKIN SOAP BOX."

AWARDED SECOND PRIZE OF $1.00 FOR GENRE SUBJECTS IN JULY CONTEST.

TAKEN WITH OUR CHAUTAUQUA CAMERA BY MRS. L. W. MIX, JACKSON, MICH.

THE LARKIN CLUB-OF-TEN

What a Dollar a Month Will Do

We continue our offer to pay $1.00 for photographs of Larkin Clubs-of-Ten.

Secretaries should not neglect to send us an account of their Club's outings. It will help others. If the Secretary has not time to do it a substitute is easily found.

In the Publishers' Announcement, on page 8, we request short contributions from any patron who has something to say that will interest others. Club-of-Ten members are especially capable of supplying much that will inspire others to obtain Larkin Premiums which increase comfort and happiness.

The first Secretary accepting our offer to pay $1.00 toward the expense of photographing a Larkin Club is Mrs. A. E. Aubin, of Auburn, N. Y., who sends a photograph of her Club-of-Fourteen.

The wholesome substantiality of its members justify the enthusiastic pride Mrs. Aubin feels in her prosperous Club.



MRS. D. SULLIVAN.

Mrs. D. Sullivan, New York City, writes: "Just a few lines of praise for the Larkin Soap Co., as this is my sixth order in five months. I received a lovely Chautauqua Desk on one order, and was so delighted with it that I decided to start a Larkin Club-of-Ten; it did not take me long to get one together. I manage the Club satisfactorily, and I need not mention how delighted all are with the Soaps and Premiums. I have a great call for Sweet Home Soap, Boraxine and Modjeska Complexion Soap; all give great praise to the Smelling Salts and the Perfumes. I have the Soaps and Premiums shipped to my home to save time and labor. I hope you will continue to prosper."

Mrs. M. B. Evy, Lima, O., writes: "I wish to tell you some of the good times we have at our socials. Our two Larkin Clubs-of-Ten meet twice a month at the home of the lady who receives the Premium. We always have delightful lunches served us, and we have entertainments of different kinds.

Yesterday we met with the lady who expects the McKinley Rocker. (Sorry it was not there, as all were anxious to see it.)

Each lady was obliged to compose a rhyme and read it, the best one taking first prize and the poorest the booby prize. Being the organizer of the Club, I at first refused to take part in the contest; but all insisted and

I was lucky indeed, winning the first prize.

One of our visitors was Mrs. W. D. Hammond, whose name you will recognize as Secretary of several Larkin Clubs-of-Ten. She wrote a few lines inviting our Clubs to unite with hers in a Larkin picnic. I send it just as she wrote it. We thought it rather cute."

THE LARKIN PICNIC.

We expect to have, before very long,
A picnic for the Larkin throng.
The date as yet has not been set,
But we will let you know, you bet;
And you must all accept and come,
As we expect such lots of fun.
All Larkin patrons are invited,
So do not think that you are slighted,
But each one come and enjoy the day,
And laugh and eat as much as you may.

Mrs. A. E. Aubin, Auburn, N. Y., writes: "I send you a picture of our Club. It is about to start upon its fourth year. We were all old customers and we organized for mutual benefit. There are fourteen of us and we send two $10.00 orders every month. The sender receives Premium, Certificate, and present-for-cash. She also entertains the Club at progressive euchre, and serves lunch. We spend a delightful afternoon.

"In some of the letters in THE LARKIN IDEA the writers tell how much Soap they sell. I don't think their towns are 'Larkin mad,' like Auburn. I personally know of eleven Clubs-of-Ten, and nearly every woman belongs to a Club or sends in individual orders.

"I enclose an item for THE LARKIN IDEA, if you care to print it. It is true."

The four-year-old son of an enthusiastic member of our Club was spending the day with an aunt, and in her room chanced to see her Soap-dish.

"What a pitty 'ittle dis'," he said; "is it for tandy, Aunt Aggie? Tan me open it?"



A LARKIN CLUB-OF-FOURTEEN, MRS. A. E. AUBIN, SEC'Y, AUBURN, N.Y.

He was given permission and lifted the cover to see inside a cake of Elite Soap. Quickly replacing the cover he exclaimed, in a tone of infinite disgust, "My! what a pitty dis' for des' a Soap Club!"

THE EDITOR WAXES ASININE.

"The Soap Clubs.

"The women of the Cowanesque Valley seem carried away with the soap-club idea. In Westfield there are reported eleven such clubs of ten members each and fully $100 worth of the stuff comes into that town each month. The women have fairly gone crazy over the scheme and the high priestess of the cult is the lady who furnished her home with household articles received as premiums. Cakes of highly scented toilet soaps are as plentiful as stones in a gravel pit and no home is regarded complete without the soap-club writing-desk. It is no unusual thing to have the family washing done with a three-cake box of Modjeska that cost twenty cents a cake. The premium must be earned some way, even if the $10.00 is rubbed into suds. The soap-club graft is also pretty well advanced in Elkland and other towns in the valley, but, in time, the ladies will come to know that it is cheaper to buy of local dealers than of non-advertising gift enterprises."—*Addison Record.*

[Usually when the editor attacks a movement because it contributes nothing to his support through his advertising columns he is acute enough to conceal the animus, but the editor of the *Addison Record* is evidently a transparent youth who makes it easy to see why he does not like the Larkin Club-of-Ten. He concedes that all the women are in favor of it, and only this one lone, lorn creature—a man at that—is opposed to it, and this because the advertising money is going to the consumer instead of to the publisher. —ED.]

MADE OF MAID O' THE MIST.

BY ETGA PREDMORE.

A million little bubbles sparkling on the trees—
All the little maidens said, "Soap bubbles if you please;—"
And while they stretched their hands to catch the bubbles gay,
A million little sunbeams snatched them all away.

EXPOSURE OF FRAUD.

The Larkin Soap Co. is interested in exposing all swindles in connection with Soap. All who have been defrauded by traveling fakirs, please write us particulars. All communications are treated in confidence and for the benefit of the public.

We never employ traveling soliciting agents. All are swindlers who so represent themselves.

FOUR SUGGESTIONS.

1st. Never buy soaps from traveling agents who are unknown to you, and to all people in your community.

2nd. Never buy soaps not made by a well-known manufacturer. There are a hundred thoroughly responsible and well-known soap manufacturers; it is not necessary to go outside of these for soaps.

3rd. Buy no goods of any kind on the promise of a premium, unless the premium is to be delivered with the goods.

4th. Pay no money to any traveling agent for any article until delivery of satisfactory goods is made.

STILL AT IT.

Two swindlers (old story) have been surprising Salamanca, N. Y., people, by selling the thrifty housewives soap and valuable premiums to the amount of $5 each, collecting the money, and forgetting to send both soap and premiums. They pretended to represent now one and then another soap factory. One would think that so clumsy a scheme could not be successful, but

the fact that the same plan, with very little variation, has been used by swindlers for years, in almost every state of the Union, shows that anyone thinking so "has another think coming."

But if the swindlers had said "starch" or "preserves" instead of "soap," then this would have nothing to do with the pages of the *Soap Journal*. But they didn't say "starch" or "pickles;" they never do! It has been soap all these years.—*American Soap Journal*.

Harrisburg, Aug. 7, 1902.

LARKIN SOAP CO.
Buffalo, N. Y.

Gentlemen:—I beg to advise you that on last Tuesday a gentleman called at my house and offered me similar premiums to yours on condition that I took "The Ladies' Household Companion." I was to buy 65 copies at 10 cts. per copy; and when the 65th one was received, I was to receive any of the premiums mentioned, some of which were Couches, Dishes, Chiffoniers, Morris Chairs, Rockers, and almost your entire Premium List.

He claimed that his firm furnished you a great many of your premiums during your busy season, and he knew the exact value of them all. My neighbor, who has been a member of my Larkin Club, was persuaded to take them; and when she went to claim her premium they said she would have to buy 90 copies, and pay $4.00 difference before she could get it.

I write this because I knew he was a fraud at once, but thought it might spoil your business here. He was a heavily built, smooth-faced gentleman with dark complexion. He claims their place of business is in Philadelphia. He is canvassing this town thoroughly.

Kindly advise by return mail your opinion about this matter, as several of my Club members have already spoken to me about it.

Yours truly,
MRS. T. H. REDMOND, SR.

P. S. Are you doing any business at all with this firm, or is that a fraud also?

(Telegraphed reply, Aug. 8th, 1902.)
MRS. T. H. REDMOND, SR.,
1940 Fulton St., Harrisburg, Pa.

Report swindler described to police and newspapers. All representations false.

LARKIN SOAP CO.

Weymouth, Mass., Aug. 13th.
LARKIN SOAP CO.

Gentlemen:—I want information about two men who were going through our village a few days ago. One called at my door and represented that he was a traveling salesman for the Mutual Larkin Soap. He was quite disagreeable to one of my neighbors. Was he sent out by your firm or is he a fraud?

Sincerely yours,
MRS. CHARLES E. BICKNELL.

MRS. CHARLES E. BICKNELL,
Weymouth, Mass.

Dear Madam:—Regarding the travelers who stated they represented "Mutual Larkin Soap," we employ no traveling men whatever and the men in question are undoubtedly swindlers. The information you give us, however, is very meagre. Can you inform us more particularly as to the representations made? Have they sold any goods in your town? Can you send us a wrapper taken from the goods, especially if it bears the name "Larkin"?

Your prompt reply will greatly oblige,

Sincerely yours,
LARKIN SOAP CO.

Each utilization of a waste is an advance in civilization.

A New Way to Earn Certificate Premiums.

ANY ONE-CERTIFICATE PREMIUM GIVEN FREE FOR TWELVE SOAP BOXES.

WE offer to customers in the United States east of the Mississippi River, north of the Ohio River and Virginia, (except State of Maine east of Portland), a

One-Certificate Premium

for twelve undamaged wooden Larkin Soap boxes, including covers.

When you have accumulated twelve boxes IN GOOD ORDER, with their covers so carefully removed that they have not been damaged, carefully tack (with nails not larger than 3d) each cover on its box, deliver them to Railroad Company for shipment by freight to

Larkin Soap Co.

BUFFALO, N. Y.

Remove or cross off the address on our shipping tag. Tack on each box a tag on which our address is boldly written, and write (small) in lower left corner of tag,

"FROM (your name and address)."

Do not return boxes that appear already to have done ample service—which have obviously been refilled once.

Promptly mail to us at Buffalo the Bill of Lading. As soon as the boxes arrive they will be inspected, and if in good order the Premium you select, or a Certificate entitling you to it, will be sent you.

If you are in doubt whether your boxes are in condition to pass inspection and entitle you to the Premium, ship a generous dozen, say not less than fifteen, adding the extra ones to make good deficiency in quality.

Larkin Soap Co. BUFFALO, N. Y.